

# greenPROFIT

15th ANNIVERSARY

november 2012

Ideas for a  
profitable garden center

20

Increasing perceived value—  
a two-part series

30

Cultivating the next generation of  
customers by gardening expert  
Jamie Durie

32

Spring product hits from  
the Arett Open House



## PLANTS & POOCHES

Are Friskie and Fido your next customers? p. 22

# contents

## NOVEMBER 2012

### FEATURES

- 22 **Plants & Pooches** | by Ellen C. Wells  
Are Friskie and Fido your next customers? We investigate the potential for a pet category at garden retail and how to make it successful.
- 26 **Nurturing the Future** | by Jennifer Polanz  
The next generation has lots of reasons to be out in the garden. The trick is providing parents with the tools they need to get the whole family outside and in the dirt.
- 28 **From Brews to Garden Views** | photos and story by Jennifer Zurko  
Ferme Guyon in Chambly, Quebec, is the ultimate destination garden center. And you'll be surprised how the owners got started in the business.
- 30 **Cultivating the New Customer** | by Jamie Durie  
With an exclusive guest column, Jamie Durie lays the framework for building a legion of young gardeners.
- 32 **Going All-In** | by Jennifer Polanz  
For retailers visiting this year's Arett Sales Open House in Atlantic City, New Jersey, the new products showcased they weren't a gamble—they were a sure thing.



27



32



29



## greenPROFIT

A RETAIL COMPONENT OF GROWERTALKS MAGAZINE

### ON THE FLIPSIDE

#### DON'T MISS THESE TOPICS OVER IN GROWERTALKS!

- GT64 **'Tis the Season for Savings** | by Kurt Parbst  
Here's a quick review of energy curtains, which for nearly 40 years have been widely recognized as the most efficient means of reducing greenhouse energy expenses.
- GT68 **Trials by Fire** | by Jennifer Zurko  
Well, not *exactly* fire, but for many parts of the country, rainless weeks with record-high temperatures felt like you were inside an oven. To say that this year's field trials went through the ringer is an understatement. So which ones withstood the test?



### ON THE COVER

The **pet category** hasn't seen the deep declines others have during the recession, and people are more passionate about their four-legged friends than ever. Is the pet category right for you? **Page 22**

# contents

39



- 08 **First Off**  
Kids And Kibble
- 10 **Front Lines**  
Monthly news from the garden center industry
- 15 **Hort Calendar**  
A what's what and where's where of upcoming events
- 36 **Product Profiles**  
Products retailers need and customers want. Get more information using a reader service number or by visiting [www.greenprofit.com](http://www.greenprofit.com).

- 16 **CHEAP TRICKS**  
**This month:** Catering To the Kiddos, including: It Starts in the Parking Lot, More About Bathrooms, Plant it Up, Bugs—Why Did it Have to be Bugs?, Kid's Corner, Fun Carts, Bring on the Schools and Something to Do.

- 45 **CONSUMER BUZZ**  
**BE IN THE KNOW.** Learn about the latest retail trends going on outside the industry this month:
- GP45 **Going on a Treasure Hunt**
  - GP45 **Savvy Savings**
  - GP45 **Made in the U.S.A.**
  - GP46 **Big-Ticket Spending Plans**
  - GP46 **The Changing Shopping Process**
  - GP46 **Online Deals Still Going Strong**
  - GT101 **Feeling Festive All Year**
  - GT101 **Moving on to Mobile**
  - GT101 **How to Combat "Showrooming"**
  - GT102 **Happy Holiday Projections**
  - GT102 **It's a Smartphone World**
  - GT102 **Don't Forget the Furry Family Members**

- COLUMNS**
- 18 **Profit Planet**  
by Bill McCurry  
[Space—Show Me the Money](#)
- 20 **Retail Ready**  
by Judy Sharpton  
[Numbers & Perceived Value](#)
- 21 **The Garden Dispatch**  
by Kristine Lonergan  
[Relevancy Is Required](#)
- 40 **Friel World**  
by John Friel  
[Beauty, Bounty, Brevity](#)
- 42 **Kerry On**  
by Kerry Herndon  
[Reminiscing on a Previous World](#)



**Studio Shed LLC**

There's a trend emerging in backyards nationwide with the introduction of pre-fab structures suited for use as home offices, studios and more. Studio Shed's customizable models come pre-packed with in-wall wiring, green technology, and all at a cost that's a fraction of a home addition.

Reader Service Number 138



**Suntory Flowers Ltd.**

Suntory Flowers created a whole new global market for calibrachoa by introducing Million Bells as the first series in 1993. Two new designer colors include Wine (pictured) and Tropical Delight. Both are mounding types and easy to grow and maintain.

Reader Service Number 139



**Terra Nova Nurseries Inc.**

New Kniphofia Lemon Popsicle is now available to garden centers. This lemony-fresh variety is the latest addition to the Popsicle Series. Lemon Popsicle has a dwarf habit with great grassy foliage. It blooms continuously from June to October and requires full sun for maximum performance. Drought-tolerant, deer-resistant and performs well in Zones 6-9.

Reader Service Number 140



**Walters Gardens Inc.**

These cute dwarf Anemones are perfect for spring dish gardens marketed for holiday sales. The *Anemone cornaria* Harmony Series (Grecian Windflower, Poppy Anemone) has bright green, parsley-like foliage topped with huge 2.5- to 3.5-in., brilliantly colored blossoms in spring. Goes summer dormant. New varieties: Blue (pictured), Orchid and Scarlet.

Reader Service Number 141



**Wet Noses Organic Dog Treat Co.**

Most dogs love Pumpkin Treats, which makes giving them added fiber not only convenient, but enjoyable. Pumpkin is loaded with vitamins C, K, E, beta-carotene, fiber and several other beneficial antioxidants. Pumpkin is high in minerals such as manganese, magnesium, zinc, potassium, copper and iron, and is high in essential fatty acids (no trans fats).

Reader Service Number 142



**Wintercraft**

Wintercraft features just-add-water kits and supplies for creating enchanting luminaries made of ice. Kits include detailed instructions and supplies that work together for a stunning result. Easy to make and appeals to all ages. Indoors or outdoors, year round. **GP**

Reader Service Number 143

**SMALL GIANTS** We're looking for our next set of small giants—products that choose to be great instead of big. Send us your product: [ahikkila@ballpublishing.com](mailto:ahikkila@ballpublishing.com)